Request for Photographer Qualifications

Application Deadline: August 9th, 2019

City of Atlanta - Mayors Office of Cultural Affairs - Public Art Program

ELEVATE 2019
October 14-20
Pittsburgh - Atlanta, Georgia

The City of Atlanta - Mayor’s Office of Cultural Affairs (OCA) is currently seeking creative and innovative Photographers for the 2019 ELEVATE Public Art Program. Experienced local Photographers are invited to submit qualifications and budget breakdowns through 11:59pm EST, August 9, 2019.

ABOUT ELEVATE:

Hosted annually by the Mayor’s Office of Cultural Affairs in various locations around Atlanta, ELEVATE is a temporary public art program that seeks to invigorate the Atlanta area through visual art, performances, and cultural events. The focus of ELEVATE is to enhance the city’s cultural offerings by providing free, quality cultural experiences that highlight what makes Atlanta unique and increasing Atlanta’s cultural and economic vitality.

Each October, ELEVATE is presented with a specially curated “theme” that emphasizes various artistic elements and features local, national and/or international art and artists strategically presented to capture the interest and imagination of viewers, while providing an entirely new and accessible experience for Atlantans.

Program Overview

The Mayor’s Office of Cultural Affairs plans to help enliven, accentuate, and improve the built environment in the Pittsburgh community with this year’s ELEVATE programming. Following are the anticipated activities:

- A Reimagining of a local grocery with interior upgrades
- Multiple movie screenings including local short films and a documentary on voter suppression
- A Dance performance followed by a silent disco
- One gallery opening
- Community paint day with a muralist guiding the design
Project Scope (SACRED STREET)

This is a photo project that aims to capture what is sacred to the members of the Pittsburgh community. Sacred Street is hiring local photographers to lend their abilities to community leaders who will assist in compiling a photo magazine of Pittsburgh’s sacred spaces. This project amplifies community voices that will tell the story of their neighborhood through the lens of its inhabitants. Viewers will understand what is sacred about the neighborhood through staged photos and archival and interview material gathered by the photographers to accompany the stories.

PHOTOGRAPHERS:

Photographers will act as visual storytellers and photojournalist documenting the meaning of cultural capital through the lens of the Pittsburgh community-- its people, landscape, past and present. These visual essays will muse on the following questions: What makes a space sacred? How does an artist capture the sacred through photography? How can a space be artistically reimagined as sacred by the members who dwell in it? If selected, each photographer will engage with Pittsburgh community leaders and curatorial team and work together to create three editorials each that will be featured in larger 40 pg cultural Zine that will be distributed throughout the community during the week of ELEVATE.

Project Approach/ Budget

(Each photographer will be responsible for producing 3 editorials (8-12 images each editorial)

Selected photographer will have access to Scholar and research conducted by Scholar.

(Editorial 1)

Civic approach: The photographer will collaborate with the community leader, someone with a deep knowledge of its history and people. The community leader will act as creative director of the project. This project will address how artists can activate civic engagement by venturing beyond the typical scope of community boards and elected officials.

Artist Fee: $300
Community collaborator fee: $100
Social approach: Institutional collaboration with ADAMA, acting as co-creative Director with the photographer. Photographer will create an editorial mood board using the Pittsburgh area as both a backdrop and artistic foreground. Each photo must convey the central theme for the week “Cultural Capital.” Artist Fee: $300

Studio approach: The photographer will use their artistic agency to create their own unique editorial story. This story will be informed by historical research about the neighborhood conducted and presented by the ADAMA scholar in residence. This research offers not only archival images and historical facts about the area but also extensive oral histories by way of interviews with community members. This research alongside cues from the ADAMA curatorial team will aid the photographer in actualizing their full creative vision. Artist Fee: $300

Budget Breakdown

| Editorial 1 | $400 |
| Editorial 2 | $300 |
| Editorial 3 | 300 |

Total Artist Fee: $1,000
+$200 Material Costs: printing & proofing materials, wheat paste (outdoor activation)

Total Budget = $1,200

Project production Outcome:

- 500 publications printed to be offered FREE to Pittsburgh community members during ELEVATE ATLANTA week.

- Extended digital version of publication to be housed on official ADAMA site.
- Images will be used in various art exhibitions, small businesses, and public community spaces (recreation center, local restaurants, grocery stores) throughout the week of ELEVATE ATLANTA in the Pittsburgh community.

- Select images will be chosen as pop signage to be activated throughout the city. Images will be wheat-pasted in highly visible community spaces (vacant homes, dilapidated buildings, etc.) to both extend exhibition space to the streets of Atlanta and advertise week ELEVATE ATLANTA.

Selected photographers will receive not only compensation, but experience with formal and informal publication methods (print, digital, and public space renderings) as well as formal curatorial assistance and institutional support.

**Timeline**

August 9: Artist submission is due by 11:59 p.m. EST
August 12: Selected Artist are notified
August 15: Elevate workshop/ Project meeting Mandatory
August 16, 2019 – September 12, 2019: Shooting editorial and final editing
September 13-15, 2019: Photo editorial submission review
Sept. 16: final editorials submitted (publication) to Graphic designer for layout
Sept. 16-27: Layout design and edits
Sept. 27: publication finalized and submitted for final editing
Sep 28: publication submitted for printing production of magazine
October 16: Sacred Street book release party & community museum interactive. Wednesday 5-6PM.

**Artist Eligibility**

- Minimum 3 plus years’ experience in related field
- Creative mind with an eye for detail and storytelling skills
- Good at prioritizing and time management
- Experience producing high quality, innovative artwork
- A history of working with neighborhoods on community projects
- Demonstrated leadership and ability to manage time sensitive projects
- Ability to discuss and present ideas in a professional manner
- You have experience working on multiple projects, managing time in an efficient manner.
- Experience with digital technology and photo editing software packages (Adobe Photoshop + Light room)
Artist Submission

Artist statement (1 pg.)
- Why you are interested in the project, what you bring and expectations

Portfolio:
- 3 Editorials 4-6 images jpeg (titled, dated, one paragraph brief)
- 1 image before after showing your editing ability
- Link to website on Instagram

Availability from August- October 2019

Deadline: To be considered please apply using the linked google form below:
https://forms.gle/16hfDX22VcAaQean9
by August 9th before 11:59pm. Packets that do not have all documents mentioned above will be disqualified.

Qualifications will be reviewed by the Mayor’s Office of Cultural Affairs beginning in August 9, 2019.

QUESTIONS?
Please email Michael Ewing at elevateatl2019@gmail.com or call us at 346-213-9422

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